



Resumes: New and Improved in the Social Media Age

by Lola Lucas

There was a time when job seekers wore out shoe leather pounding the pavement as they looked for help wanted signs in business windows. After World War II typewritten resumes became popular, and during the early 1990s there was a flurry of videotapes mailed with resumes and cover letters. Of course, the Internet has brought new ways to put credentials in front of potential employers.

Facebook has grown to more than one billion monthly active users since its launch in 2004. People use social media to connect with friends, businesses, and

yes, potential employers. Many credit social media with helping to find new jobs.

One example of a creative approach was a web product manager who designed a web page to mimic a product listing from Amazon.com. The web page featured his skills and education as well as five star reviews from former employers. The links on the site led to samples of his work. His cleverness and attention to detail caused his resume to go viral as friends forwarded it to each other and posted it on their Facebook pages.

Robert Half Technology recently issued a press release on some social resume trends highlighted in a National Association of Colleges and Employers report:

Twitter Resumes:

Some job seekers promote themselves in 140 characters or less through Twitter. Here is an example of a typical Twitter resume: #twesume “Web designing wiz familiar with all the latest languages and platforms looking for a fast-paced firm. Learn more at www.janedoe.com.” Such tweets usually link to an online resume, blog or networking site.

QR Code Resumes:

The square barcodes that appear on ads are also making inroads in job hunting. QR codes are often placed on resumes to link hiring managers to job seekers’ work samples. Using

these QR codes may be attractive to IT professionals wanting to show employers they’re up on the latest trends.

Infographic Resumes:

Companies like Vizualize.me and Re.vu help candidates create infographic resumes – documents that use illustrations, charts, graphs and other visuals to showcase experience, skills and professional accomplishments. Infographic resumes make it easy to see an individual’s qualifications at a glance. However, they do not provide as much detail as a traditional resume.

In a *Business Insider* interview, Eugene Woo, founder of Vizulize.me, said: “Recruiters want to put a face to the candidate. That’s why they go to social media — getting a sense of who people really are through Twitter and Facebook. People hire people.

Paper resumes are not personal. This then gives them a place to go. More and more recruiters are using social media to figure out who you are. You have to use these tools to your advantage.”

Since today’s trend is tomorrow’s embarrassment, there are those who already sniff that QR codes look dreadfully 2011. The ability to stay on top of the latest thing is valued by some employers; the resume becomes a work sample in and of itself.

Why settle for chronological, functional or combination styles on paper when an online portfolio can hyperlink to animations and YouTube videos? The trick is that just like a conventional format, a Twitter-sized resume or one designed with infographics must be targeted to the potential employer’s needs. Whatever style is used has to show compelling value - and that’s always the bottom line.

Social Resumes

View samples and tips through the following links:

- <http://finance.yahoo.com/news/11-resumes-that-got-worldwide-attention-194410148.html?page=1>
- <http://www.onlinecolleges.com/top-10/tips-to-optimize-your-social-resume.html>
- <http://mashable.com/2011/05/20/social-media-resumes>
- <http://pulse2.com/2012/01/22/8-useful-tips-for-building-an-effective-social-media-resume>
- <http://business.time.com/2012/07/09/how-recruiters-use-social-networks-to-make-hiring-decisions-now/>

